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zapped

Anyone holding out hope that Daffy Duck and Bugs Bunny might make a return to the silver screen in short form can now take that notion and ride off into the sunset with it. Rock video is the theatrical short of the future. Our October Video Notes contained an item about a company releasing videos to theatres, and now a New York-based enterprise called Music Motions is gettin' into the act as well. The company's first release was **Carly Simon**'s "It Happens Everyday" and now it has a 35mm Dolby stereo version of **Jermaine Jackson**'s "Dynamite" (you know—the one where Jermaine cops a lot of Michael's "Thriller" moves?) in theaters across the country. Music Motions hails its Music Zaps, as these shorts are dubbed, as "the next phase in the evolution of the music video genre." Meaning rock video's become the new Blob, seemingly unstoppable, swallowing up everything in its path. Only thing is, the Blob had better music to wreak havoc by. Not to mention being more interesting to look at than most rock videos. . . Just an opinion, mind you.